

MADISON COUNTY
COMMUNITY FOUNDATION



an affiliate of
NORTH CAROLINA COMMUNITY FOUNDATION

Community Needs Assessment

2024

About the Madison County Community Foundation

Founded in 1995, the Madison County Community Foundation is an affiliate of the North Carolina Community Foundation. It is led by a local volunteer advisory board that helps build community assets by creating permanent endowments, making grants, and leveraging leadership and partnerships – all for the benefit of Madison County.

One of the key roles of affiliate foundation advisory boards is that of a grantmaker. Each year, MCCF holds a competitive grants program using dollars from a community grantmaking fund and other board-advised funds. Learn more at nccommunityfoundation.org/Madison.

About the North Carolina Community Foundation

The North Carolina Community Foundation brings together generous people and connects them to causes and organizations they care about, with a focus on inspiring lasting and meaningful philanthropy in the state's rural communities.

With \$400 million in assets, NCCF sustains over 1,200 endowments and partners with donors and a network of affiliates in 60 counties to strengthen our state. By stewarding and growing donors' gifts, NCCF makes a powerful impact through a robust grants and scholarships program, awarding over \$270 million since 1988.

For more information, visit nccommunityfoundation.org.

About the 2024 Community Needs Assessment

The North Carolina Community Foundation works with the 53 affiliate foundations within our network to implement a strong grants program that serves each community.

NCCF strives to develop boards that are representative of the local communities they serve. A diversity of perspectives enhances the ability to assess community needs and distribute grants.

This Community Needs Assessment is intended to supplement board members' first-hand knowledge of their community with county-specific data. **NCCF does not conduct the research for the Community Needs Assessment.** Rather, we rely upon the expertise of other organizations who have gathered data that are relevant to carrying out an effective community grant program.

Where Does the Information Come From?

The assessment is a compilation of recent, reliable county-level data provided by respected nonpartisan sources and trusted community partners. The data are focused on education, economic well-being, health, and child and youth development, and are not inclusive of all subject areas or all community needs.

However, review of the data by our boards can reveal strengths, priority issues and challenges facing the county's residents. Our boards can also turn to other local data sources in determining community needs.

Below is information about the organizations and data sources included in the Community Needs Assessment:

- The **North Carolina Association of County Commissioners** highlights key statistics, including demographics, health and well-being, education and broadband access. More at ncacc.org.
- The **Carolina Across 100 from the Carolina Population Center at UNC-Chapel Hill** highlights areas of opportunity and resiliency. More at carolinaacross100.unc.edu.
- **myFutureNC**, a cross-sector nonprofit focused on educational attainment, shows North Carolina's progress toward the state's 2030 goal for postsecondary educational attainment as well as 18 educational performance indicators. More at myfuturenc.org.
- **NC Child** county data cards provide local snapshots of child well-being by county and compare county data to children in the state as a whole. More at ncchild.org.
- The **North Carolina Housing Coalition** snapshots provide an overview of housing needs for each of North Carolina's 100 counties. More at nchousing.org.

Note: Information shared from this assessment should be sourced to the organization that provided the data, not NCCF.

Madison County

Highlights from the 2023 NCACC Map Book



Demographics

2023 population	21,598
New residents since 2013	534
Percentage increase since 2013	3%

2023 Population Facts	County	NC	Rank ¹
Median Age	46.3	39.8	19
Population Under 18	17%	21%	88
Population Age 65+	25%	18%	22
Veterans	6%	6%	48



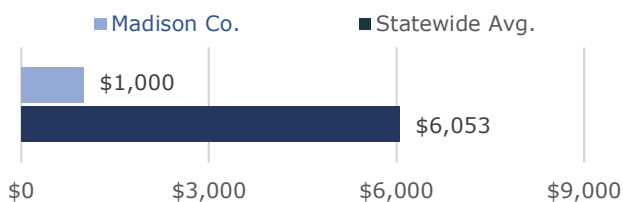
Health & Wellbeing

29%	13%	13%
of residents are covered by Medicaid.	of residents under 65 are uninsured.	of households are food insecure.
4	199	
residents died from reported overdose in 2021.	residents served in 2021 via LME/MCO Opioid Use treatment programs (uninsured & Medicaid only).	

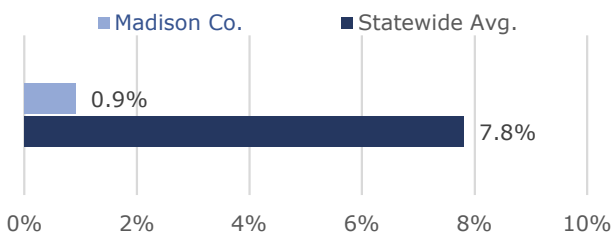


Education

Average Teacher Salary Supplement, 2022-23



Share of Students in Charter Schools, 2021-22



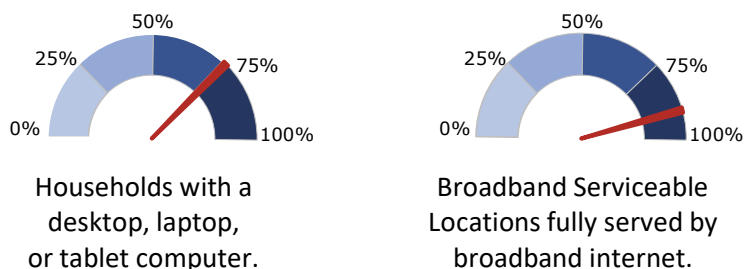
Economy & Taxes

Income & Jobs	County	NC	Rank ¹
Average Weekly Wage	\$809	\$1,215	85
Per Capita Income	\$43,064	\$56,173	88
Children in Poverty	22%	18%	51
May 2023 Unemployment	3.3%	3.4%	39
Employed residents whose job is within the county	41%	72%	88

Local Taxes	County	NC	Rank ¹
Property Tax Rate, FY23-24	0.5000	0.6257	21
Taxable property per capita in \$1,000s, FY 22-23	\$132.2	\$136.3	42
Property tax levy per capita	\$661	\$854	75
Sales tax rate (state + local)	7.00%	—	—



Broadband Access



To support counties in addressing North Carolinians' broadband needs, the NCACC released the Connecting Counties playbook, an online resource developed by the Connecting Counties Task Force under the leadership of NCACC President Tracey Johnson.

To access the playbook, use this QR code or visit <https://www.ncacc.org/connecting-counties>.

(1) A rank of 1 indicates the "best" or preferred value for each measure (i.e., the highest income, the lowest unemployment rate). For full notes, explanations of each indicator, and sources, or to download the Map Book or this fact sheet, visit www.ncacc.org/mapbook.

MADISON COUNTY

NORTH CAROLINA COUNTY RESILIENCE PROFILES

The COVID-19 pandemic has created significant changes in employment, education, and measures of health and well-being across North Carolina. Below are some categories and indicators that highlight areas of opportunity and resiliency.

GENERAL POPULATION DEMOGRAPHICS



POPULATION GROWTH, 2020

2010 Census: 20,764
2020 Census: 21,193
Change: +429

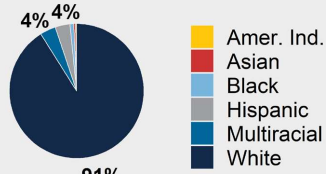
Growth Rate, 2010-2020

2% Madison
9% State



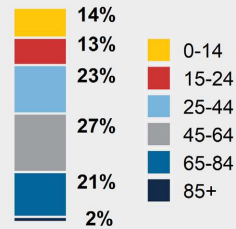
64% of county residents born in NC (vs. 56% statewide)

RACE AND ETHNICITY, 2020



Note: Values under 3% not labeled

AGE BREAKDOWN, 2020



POPULATION PROJECTIONS

By 2040: 22,533
Change: +1,340

Growth Rate, 2020-2040

6% Madison
21% State

BUSINESS AND ECONOMY



UNEMPLOYMENT RATE

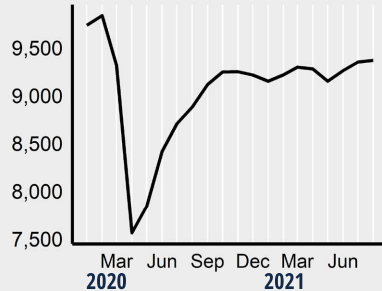
4.1% Aug 2019
4.0% Aug 2021



MEDIAN EARNED INCOME, 2019

\$27,116 Women
\$31,712 Men

MONTHLY NUMBER EMPLOYED, 2020 - 2021



TOP SECTORS BY EMPLOYMENT, 2021 Q1 (% Employed)

	County	State
Health Care and Social Assistance	18.0%	14.2%
Retail Trade	14.9%	11.6%
Public Administration	14.5%	5.6%
Manufacturing	13.7%	10.5%
Accommodation and Food Services	10.2%	8.4%

COST BURDENS AND FINANCIAL RESILIENCE



HOME OWNERSHIP

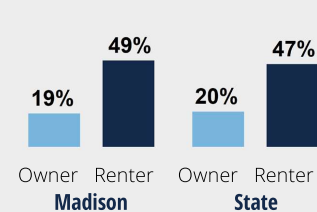
74.1% 2019



HOUSE VACANCY

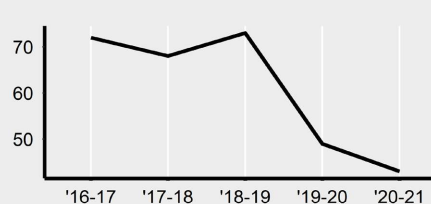
23.4% 2019

OWNER/RENTER COST BURDENED, 2019



Note: Cost burdened means spending 30% or more of income on housing costs. Costs include rent or mortgage, taxes, insurance, condo fees, and utilities.

EVICTIONS, FY 2016-17 TO 2020-21



Note: These represent the number of evictions granted in whole or in part in Civil Magistrate court. There were eviction moratoriums in place for the end of FY19-20 and much of FY20-21.

DEBT HOLDINGS

Madison vs State, 2020

Medical Debt
21% vs 21%

Student Loan
13% vs 16%

Auto Loan
34% vs 33%

Any Debt in Collections
29% vs 21%

BUILT ENVIRONMENT



WATER QUALITY

Water Violations

NO

[follow link for more information](#)



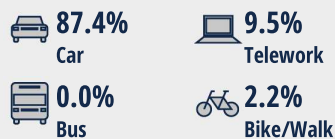
AIR QUALITY

GOOD (8.4)

Note: Concentrations of PM2.5 that are less than 15 µg/m3 are classified as "good" by the EPA.

TRANSPORTATION AND COMMUTING, 2019

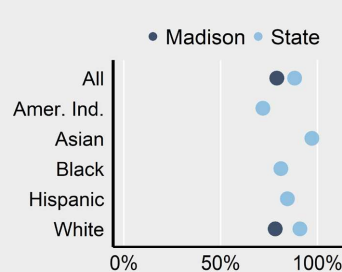
Means of Transportation



Average Commute Times

28.7 MINUTES

ACCESS TO BROADBAND, 2019



ACCESS TO CHILDCARE, 2018

Infant-Toddler Population

463

Infant-Toddler Enrollment

46

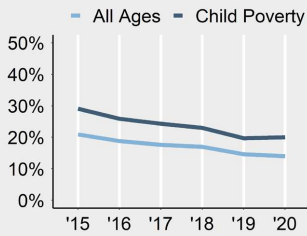
Infant-Toddler Per Available Slot

10

SOCIAL DRIVERS OF HEALTH



POVERTY RATES, 2015-2020



FOOD ACCESS AND SECURITY

3,860

individuals were food insecure in 2020 (17.9%), an increase of 520 since 2019.

Note: Food insecurity means a lack of consistent access to enough food to live an active, healthy life.

ACCESS TO CARE AND INSURANCE

Patients : Physician

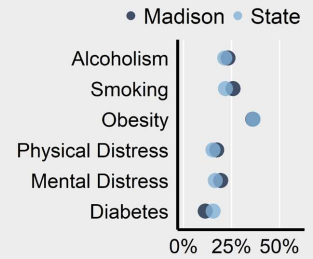
1,814:1

Uninsurance Rate, Adults (19-64)

12.5% Madison

12.7% State

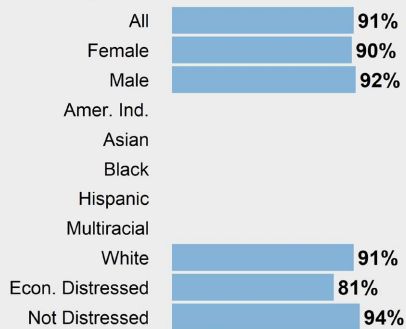
ADULT HEALTH INDICATOR RATES



TALENT DEVELOPMENT

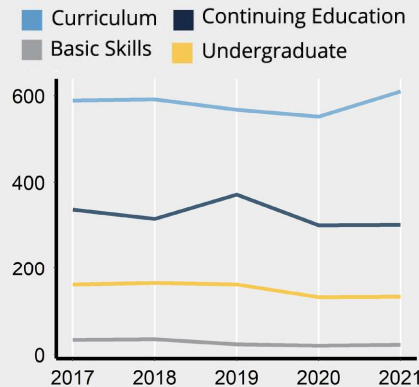


HIGH SCHOOL GRADUATION RATES, 2021

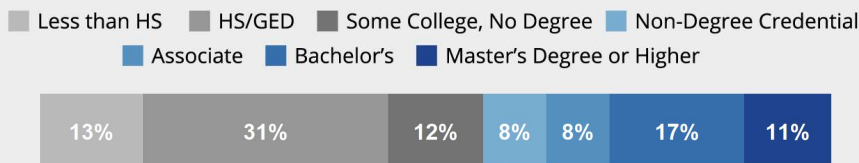


Note: Bars not shown indicate that the data is suppressed by NC DPI due to small sample size.

FALL ENROLLMENTS IN PUBLIC POSTSECONDARY



ADULT (25-64) EDUCATIONAL ATTAINMENT, 2019



CIVIC ENGAGEMENT



NUMBER OF REGISTERED VOTERS, 11/3/2020

17,282

VOTER TURNOUT RATE

76.0% Madison

75.1% State

Note: Turnout rate is the share of registered voters who cast a ballot in the 2020 presidential election.



COMMUNITY CONNECTIONS

272

NON-PROFIT ORGANIZATIONS PER 10,000 RESIDENTS

12.8 Madison

13.7 State

OUR STATE, OUR WORK

Carolina Across 100's first program, **Our State, Our Work: Connecting Young Adults with Their Future**, will focus on expanding employment and education pathways for Opportunity Youth. These are young people aged 16-24 who are not connected to school or the workforce.

OPPORTUNITY YOUTH



13.7%

of young adults (16-24) not in school and not working (2019).

ABOUT CAROLINA ACROSS 100 INITIATIVE

UNC-Chapel Hill's Carolina Across 100 initiative is a five-year program which will partner with communities in all North Carolina's 100 counties to aid in pandemic recovery and help build resiliency. Carolina Across 100 is charged by Chancellor Kevin Guskiewicz and led by Anita Brown-Graham and her team at the UNC School of Government's ncIMPACT Initiative. ncIMPACT supports policy innovations through key insights and data-informed opportunities, striving to be the go-to place in North Carolina for trusted tools that bridge policy and practice in response to complex challenges. Visit carolinaacross100.unc.edu to learn more and share pressing challenges facing your community.

ABOUT CAROLINA DEMOGRAPHY

Located within the Carolina Population Center at UNC-Chapel Hill, we use data and other available research to help you put a face or a story on the population-level changes facing your community. Our analysts provide a full array of demographic data and research services to inform decision making, evaluation, and policy across North Carolina, where we serve organizations and people in all 100 counties.

[HTTPS://WWW.NCDEMOGRAPHY.ORG](https://www.ncdemography.org)



LEARN MORE AT: [HTTPS://CAROLINAACROSS100.UNC.EDU](https://carolinaacross100.unc.edu)

CAROLINA
DEMOGRAPHY

Madison County

2030 NC Degree Attainment Goal: 2 million (67%)

2030 Proposed Madison County Attainment Goal: 3,885 (71%)



Asheville
Prosperity Zone Sub-Region
Peer County Type: Rural Metro
Local Education Agencies: 1
Charter Schools: 0

Population Spotlight

2010 Census: 20,764
2020 Census: 21,193
Change: 429

Growth Rate

2.1% County vs. **9.5%** State

\$49,373
Median Household Income (2020)

14.0%
Child Poverty Rate (2020)

78%
Households with Broadband (2020)

75%
Home Owners (2020)

78%
Voter Registration Rate (2021)

4.3%
Unemployment Rate (2021)

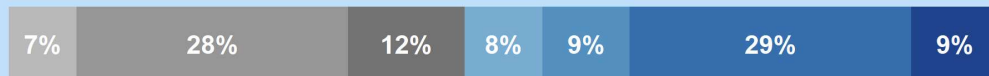
Educational Attainment

Madison County residents ages 25-44, 2021

Less than high school High school graduate (including GED) Some college, no credential Short-term credential Associate degree Bachelor's degree Graduate or professional degree

No Degree
45.8%
2,228

Have Degree or Credential
54.2%
2,633



Note: Numbers may add to more than 100% due to rounding

Top Opportunities for Growth

These three areas represent the biggest opportunities for Madison County to improve future attainment outcomes.



Transition to Postsecondary

38% of Madison County seniors enroll in postsecondary within 12 months of graduation, below the rural metro county average of 49%.



FAFSA Completion

44% of Madison County high school seniors complete the FAFSA, below the rural metro county average of 54%.



NC Pre-K Enrollment

52% of Madison County eligible 4-year-olds are enrolled in NC Pre-K, below the rural metro county average of 59%.

Impact of Covid-19 on Education Pipeline

Covid-19 has affected critical transition points along the education continuum.

K-12 Enrollment (district schools)
-4.8% 2021-22 vs. 2019-20

Postsecondary Enrollment
-17.4% 2021 vs. 2020

FAFSA Completion
-4.7% 2021-22 vs. 2018-19

Postsecondary Intentions
-18.6% 2020-21 vs. 2018-19

Data Disruptions

- College-and-Career-Ready in Reading
- College-and-Career-Ready in Math
- Chronic Absenteeism



ncdemography.org

How students in Madison County traditional schools are currently doing:

To meet state goals, each year Madison County needs:

- 52%** of eligible 4-year-olds **enrolled in NC Pre-K program**; 22 more needed to meet state goal of **75%**. 2022
- 34%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**; 343 more needed to meet state goal of **73%**. 2022
- 34%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**; 456 more needed to meet state goal of **86%**. 2022
- 91%** of 9th graders **graduate within four years**; 7 more needed to meet state goal of **95%**. 2021
- 22%** of students are **chronically absent from school**; 230 less needed to meet state goal of **11%**. 2021

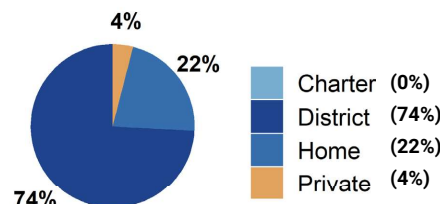


Madison County has a **student-to-school counselor ratio** of 350:1 versus 362:1 in peer counties. 2021

School Choice

2,882 total students were enrolled in K-12 in Madison County in the 2021-22 school year.

Note: This profile focuses on outcomes of students enrolled in district schools.



Career and College Preparation



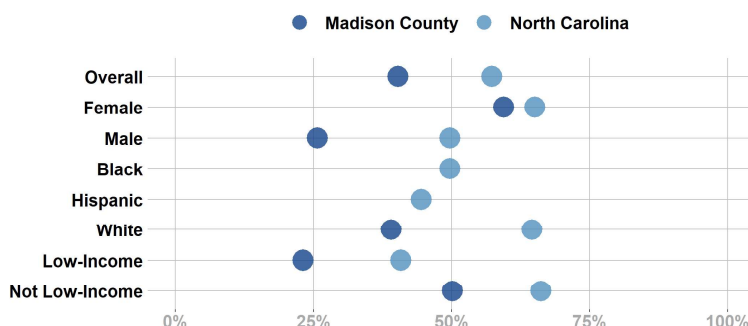
33 high school students took at least one **AP course** (<5%) versus 9% in peer counties (2021).



104 graduates participated in **Career & College Promise programs** (54%) versus 43% in peer counties (2021).

Students in Madison County completed **151 Career & Technical Education concentrations** in 2021. The top three CTE concentrations completed include Architecture and Construction; Health Science; and Manufacturing.

Postsecondary Enrollment Rates for Select Groups in Madison County, 2021



Note: Outcomes for demographic groups with fewer than 10 students are not displayed.

Success of Madison County High School Graduates

Top destinations of graduates, 2016-2020

- **39%** of college-goers attended a **public 4-year college**
- **20%** of college-goers attended a **private 4-year college**
- **41%** of college-goers attended a **public 2-year college**
- **<5%** of college-goers attended a **private 2-year college**
- **85%** of college-goers attended an **in-state college**
- **76%** of students who enroll **persist to their second year** versus 73% in peer counties. 2021
- **65%** of students who enroll **earn a degree or credential** within 6 years versus 57% in peer counties. 2021

Adult Learners

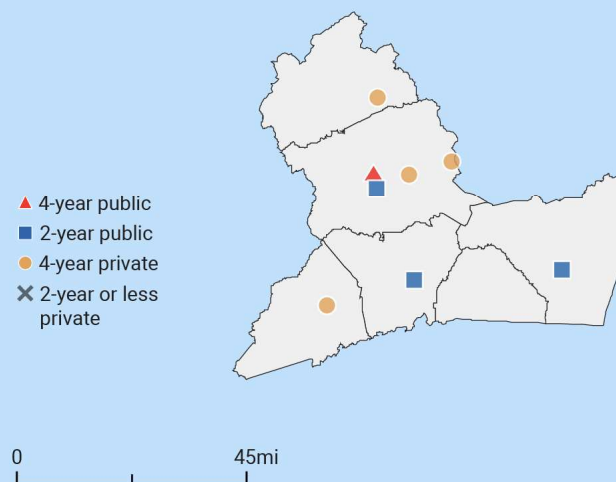
Madison County resident enrollments in NC Community Colleges, 2021

23 Basic Skills
302 Continuing Education
610 Curriculum



13% of Madison County residents have **student loan debt**; **7%** of debt holders had **student loans in default**. 2020

Postsecondary assets in Asheville Prosperity Zone sub-region



Degree Credentials Awarded, 2021

1,557 certificate | **1,492** associate | **1,388** bachelor's

In your Prosperity Zone Sub-Region:

71.6%

of postsecondary degrees and credentials conferred by regional institutions are **aligned with labor market needs**.

Top areas of misalignment:

Health Science (all levels)
Transportation, Distribution & Logistics (below bachelor's)
Finance (bachelor's)

636 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:

3,023 graduates in 2020
69% of 2016 graduates were employed in NC in 2021
\$35,824 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

In 2021 your Workforce Development Board served:

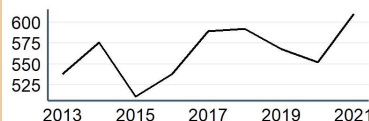
7,566 in Basic Services
3,523 in Career Services
260 in Education Services



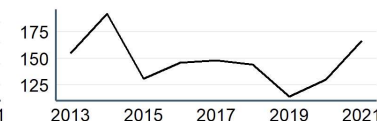
13.7% of young adults ages 16-24 in Madison County were **not working and not in school** versus **15.2%** in peer counties. 2019

Impact of Covid-19 on NC Community College Enrollment

Curriculum



First-time Curriculum Enrollments



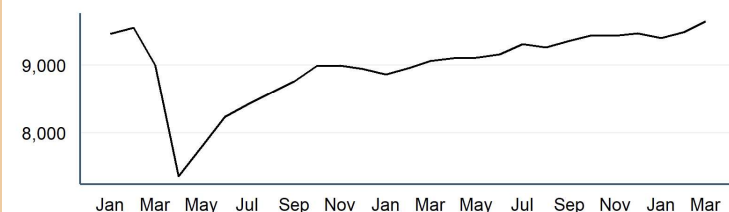
Basic Skills



Continuing Education



Number of Madison County residents employed, January 2020 to March 2022



Promising Attainment Practices

The new **Promising Attainment Practices Database** is a curated, searchable, and filterable collection of about 250 county, region, and state-level initiatives and programs that directly address various components of the state's attainment challenge. The Database allows local and regional initiative leaders and other stakeholders to identify groups across the state who are developing or operating initiatives designed to boost attainment.

Follow link to discover how Madison County has been meeting local needs:

https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Madison

For more information about each indicator, including data sources and methodology, visit:

dashboard.myfuturenc.org/county-data-and-resources/

Madison COUNTY

2023 NC DATA CARD

NORTH CAROLINA

Child population: 2,850,460
Percent under age six: 24%
Number of live births: 120,501

MADISON

Child population: 4585
Percent under age six: 24%
Number of live births: 198



A STRONG START

Women who receive
early prenatal care:

85.9%

2021

88.7% 2020

Babies born at
a low birthweight:

4.0%

2021

10.2% 2020

Babies born
pre-term:

11%

2021

7.9% 2020



FAMILY ECONOMIC SECURITY

Children living in
poor or low-income homes:

32.9%

2021

39.4% 2016-2020

Children in households
that are food insecure:

11.9%

2021

17.3% 2019

Median family
income:

\$51,396

2021

\$46,190 2016-2020



NURTURING HOMES & COMMUNITIES

Delinquency rate per
1,000 youth ages 6-15:

11.1

2021

39.2 2020

Children assessed for
abuse or neglect per 1,000:

40.5

2021

44.7 2020

Teen births per
1,000 girls ages 15-17:

-

2021

- 2020



HIGH-QUALITY EDUCATION

3rd grade students
scoring proficient in reading:

58.4%

2021-2022

55.9% 2020-2021

High school students
graduating on time*:

75.4%

2021-2022

91.4 2020 - 2021

Residents with bachelor's
degree or higher:

31.7%

2021

27.3% 2020



HEALTH & WELLNESS

Children without
health insurance:

3.8%

2021

8.1% 2020

Infant mortality per
1,000 live births:

-

2021

- 2020

NC Pathways to
Grade-Level Reading
Measures of Success.

Learn more at:

buildthefoundation.org/pathways

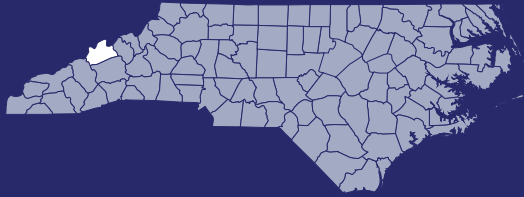


*Percentage is not reported if it is greater than 95% or less than 5%

For complete data notes and sources, visit ncchild.org
Contact Luna Homsy at luna@ncchild.org with any questions.

NC Child
The Voice for North Carolina's Children

The 2023 Housing Need in Madison County



25%
1,907 households

of Madison County are
cost-burdened

Renters who have
difficulty affording
their homes:



49%
720 households

Homeowners who
have difficulty
affording their homes:



19%
1,187 households

Families that spend more than 30% are considered **cost-burdened**, more than 50%, are considered **severely cost-burdened**.



\$1,466 monthly
Fair Market Rent*:

An income of **\$58,640 per year** is needed
to afford the Fair Market Rent.



\$28.19 hour
Housing Wage:

The hourly wage needed to afford a Fair
Market Rent apartment.

Average Annual Salaries



Healthcare
\$29,690



Childcare
\$23,420



Police officer
\$49,090



Farming labor
\$25,310

**Fair Market Rents, regularly published by HUD, represent the cost to rent a moderately-priced dwelling unit in the local housing market. The above FMR is for a two-bedroom unit.*

When Housing Costs Too Much

When housing costs become too much, a family can lose their home. This takes an incredible toll not only on a family, but also on the entire community.



22 families in
Madison County
faced a foreclosure
this year...
1.85% of all cost-
burdened
homeowners.



37 families in
Madison County
faced an eviction
filing this year...
5.14% of all cost-
burdened
renters.

Ranks

#98

for evictions among
renter households.

(1 = highest and 100 = lowest)

The mission of the North Carolina Housing Coalition is to lead a movement to ensure that every North Carolinian has a home in which to live in dignity and opportunity.

Join the movement:  @NCHCOnline | nchousing.org

NORTH CAROLINA
COMMUNITY FOUNDATION



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nccommunityfoundation.org